

CALIFORNIA DEPARTMENT OF HEALTH SERVICES Registered Environmental Health Specialist Program

STRATEGIC PLAN MEETING NOTES

**July 30, 2002
September 3, 2002**

The Registered Environmental Health Specialist (REHS) Strategic Plan Stakeholder Team has held two meetings so far to begin the process of developing the focus areas, goals, and objectives which will provide the framework for the REHS Strategic Plan. The members of the team were chosen to represent all entities which have pertinence to REHSs including educators, employers, professional organizations, and REHS Program administrators. The meetings were held on July 30, 2002 and September 3, 2002 in Sacramento.

During the meetings the team reviewed the research findings from the REHS survey completed previously by REHSs. The survey results served as a basis for the focus group sessions and helped give the team insight into the relevant issues surrounding the REHS Program and the environmental health profession.

The team's task was first to reach consensus on the key issues currently facing the REHS Program. Once these focus areas were established the team would develop strategic initiatives or goals that would assist the REHS Program in addressing the most compelling issues. Finally the team would identify short-term objectives that would define the steps needed to ensure that REHS resources address those issues.

First Meeting: July 30, 2002

During the first meeting on July 30, 2002, the team worked to identify focus areas pertinent to both the REHS Program and the field of environmental health. After introductions and a discussion of the background of the project, the participants reviewed the survey results. Then each individual was encouraged to propose an answer to the question, "What future direction for the REHS Program would make the most significant positive impact on the environment and/or on the profession?" Responses were recorded and categorized into similar groupings. These groupings were given a name and became the focus areas the team would develop.

The five focus areas identified were:

- Educational Strategies
- Recruitment
- Public Relations
- REHS Program Administration
- Forums and Organizational Relationships

The team was asked to generate a defining statement that would describe the critical issues for each area. These statements became the strategic initiatives or goals for the strategic plan framework.

The strategic plan goals identified as the most pertinent to the REHS Program and the field of environmental health were:

1. Educational Strategies: Develop educational strategies for environmental health protection.
2. Recruitment: Develop effective recruitment approaches for the environmental health profession.
3. Public Relations: Develop a public relations approach to environmental health protection.
4. REHS Program Administration: Develop REHS administration programs for environmental health enhancement.
5. Forums and Organizational Relationships: Develop forums and linkages with various organizations and agencies to promote awareness of environmental health protection.

Participants then divided for a short time into small groups according to the goal of their choice. In the interim until the next meeting they would begin to define practical and attainable key objectives for their particular goal. They were told they could use the previously generated items listed under each goal, refine them, or even write new ones, but the intent was to develop clearly stated objectives that preserved the intent of the goal.

Second Meeting: September 3, 2002

During the second meeting on September 30, 2002, the team continued to work on the objectives for each of the developed goals. In small groups they discussed the ideas generated since the previous meeting and added additional items. They then shared the proposed key objectives with the entire group in order to allow everyone to have an opportunity to provide input into the development and prioritization of the objectives.

In the interim between this meeting and the next participants would revise and refine these objectives. Each focus area group set additional assignments for themselves to be completed prior to the next meeting. These assignments are:

Goal #1: Educational Strategies

- Revise and refine objectives
- Include some possible costs

Goal #2: Recruitment

- Write a definition of environmental health
- Develop specialty areas for review

Goal #3: Public Relations

- Revise and refine objectives
- Outline possible marketing tools

Goal #4: REHS Program Administration

- Develop a management model
- Propose other possible models

Goal #5: Forums and Organizational Relationships

- Revise and refine objectives

Third Meeting: November 12, 2002

The third meeting will be held on November 12, 2002 in Sacramento. During that meeting the focus area groups will share the revised lists of objectives for each goal with the entire group. After the objectives have been finalized, the small groups will prioritize the objectives according to ease of implementation giving consideration to available resources. Each group will also share the results of their additional assignments.

When the issues facing the REHS Program and the environmental health profession have been identified and the objectives have been prioritized, the strategic plan will be written and shared with REHSs for their input before the final version is complete.